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GM600 Marketing Plan – Includes updates from 5/11 team meeting

**Research**

* Research competitors in area
  + Evaluate their current marketing tactics
  + Check websites for available financial sheets by location
* Average foot traffic in area
* Primary Marketing
  + Survey Monkey
* Consumer behavior
  + Buying trends in area (if information is available)
  + BLS (Bureau of Labor Stats)
* Target market in area
  + Healthy and fast meals for families going to the park, foodies, walkers and bikers
  + The target market for this location will be extremely broad

**Advertising/Marketing**

* Sourdough Sam’s -- Healthy Food…Fast
  + What sets our business apart from the rest? Our food contains organic materials. Our breads are baked fresh onsite daily and use only healthy ingredients. We are focused on providing people with a healthy “fast food” alternative
* “Something Different”
* “Healthy Food…Fast
* No Processed food like the competitors have
* Build up for grand opening - July 14th 2012
  + “It’s coming Portland – Something Different”
  + “Something different is coming to Portland”
  + Radio Advertising
  + Local News stations – they often times showcase a new business
  + Advertising in movie theater previews
  + Web Advertising
    - Groupon
    - Ads on Facebook
* Print Advertising
  + Business cards
  + Boxes for breads with logo
    - Made with recycled paper and have a twine string for a handle
  + To-go menus (email electronic version to a select group of people). Mail hardcopies to contact group with a magnet on back to place on refrigerator.
    - Menu’s will have an organic symbol next to the food that is 100% organic
* Website with online ordering capabilities
* Social Media
  + Facebook
  + LinkedIn
  + Twitter
  + Living Social
  + Four Square
  + Blanket emails
    - Constant contact

**Logo & Company Colors**

* Logo Ideas
  + Tina will look into ideas
* Company Colors
  + Earthy tones; green, brown, burgundy, navy blue
  + Inside interior could have a modern/earthy feel to it

**Misc Information**

* Look into purchasing water saving plumbing fixtures that could provide savings on water bills
* Use paper bags made from recycled paper. Fabric bags with the company logo will be available for purchase.
  + Tina will look at costs for bags

**Questions for IS**

* How can the company set up the Social media marketing?
* How can the company setup Groupon?
* How can we take advantage of the web advertising that is on Facebook?
* How can we setup a Facebook page and easily update it?
* We would like a website that is user friendly with the ability for customers in the area to order and pay online. What are the costs of hosting a website and having an outside company do the updates versus having an employee do the updates via an admin portal?
* If the company would like to setup an app for online ordering, how can this be done and what are the costs associated with it?
* How can we advertise in the local movie theaters?

**Questions for PM**

* The company will have a grand opening on July 14, 2012, what is the timeline for making this goal?
* We would like to start the marketing campaign two months prior to the grand opening. What is the schedule for this?
* What licenses will need to be acquired in order to open the business? What types of insurance will the company need (workers comp and building insurance). What are the costs associated with the different insurances?